

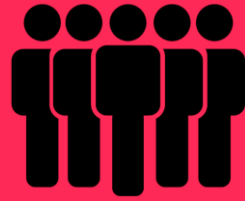
Exploring Sports Betting Opportunities in West Africa

By Tayo Atoloye
Country Manager, Nigeria - Marathonbet



Highlighting the Potentials of the Region and Opportunities



West Africa



401m+
people

Median Age
18.2
years

TOP 5

 **Nigeria: 206m**
 Ghana: 31m
 Ivory Coast: 26m
 Niger: 24m
 Burkina Faso: 20m



189m+
Users

30.99%
Average
Penetration

35,480%
Growth
since 2000

49m+
Facebook
Users



Average
\$2,623

TOP 5

 **Nigeria: \$5,927**
 **Ghana: \$4,605**
 **Mauritania: \$ 4,474**
 **Ivory Coast: \$ 3,857**
 **Cape Verde: \$ 2,820**

West Africa

TOP 5 Potential Markets

-  **Nigeria**
-  Ghana
-  Ivory Coast
-  Mali
-  Senegal

GHANA



IVORY
COAST



MALI



SENEGAL



31m+

26m+

20m+

16m+



11m+
Users

11m+
Users

12m+
Users

9m+
Users



\$4,605

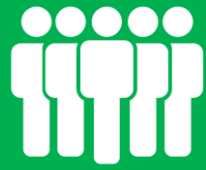
\$3,857

\$2,169

\$4,605



Nigeria



206m+
people

Median Age
18.1
years

TOP 5 facts

- *Most populous (51%)*
- *6 Geopolitical Zones*
- *Culturally Diverse*
- *Sports Crazy*
- *Entrepreneurial*



126m+
Users

61.2%
Average
Penetration

62,939%
Growth
since 2000

27m+
Facebook
Users

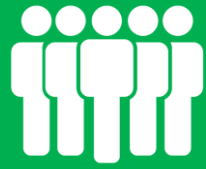


Average
\$5,927

TOP 5 facts

- *Major Oil Exporter*
- *Largest Economy in Africa*
- *Home to Africa's Richest*
- *Emerging Tech & E-Commerce Economy*
- *Big Entertainment Industry (Nollywood)*

Nigeria



50%
West Africa
Population

Median Age
18
years

17.5%
Youth Population



**Over
65%**
Smartphone
Penetration

113m+
Internet Users
56% Penetration

140m+
Smartphone
Users by 2025

100k+
Betting Agents
“Retail is still King”



**Omni
Channel
Market**

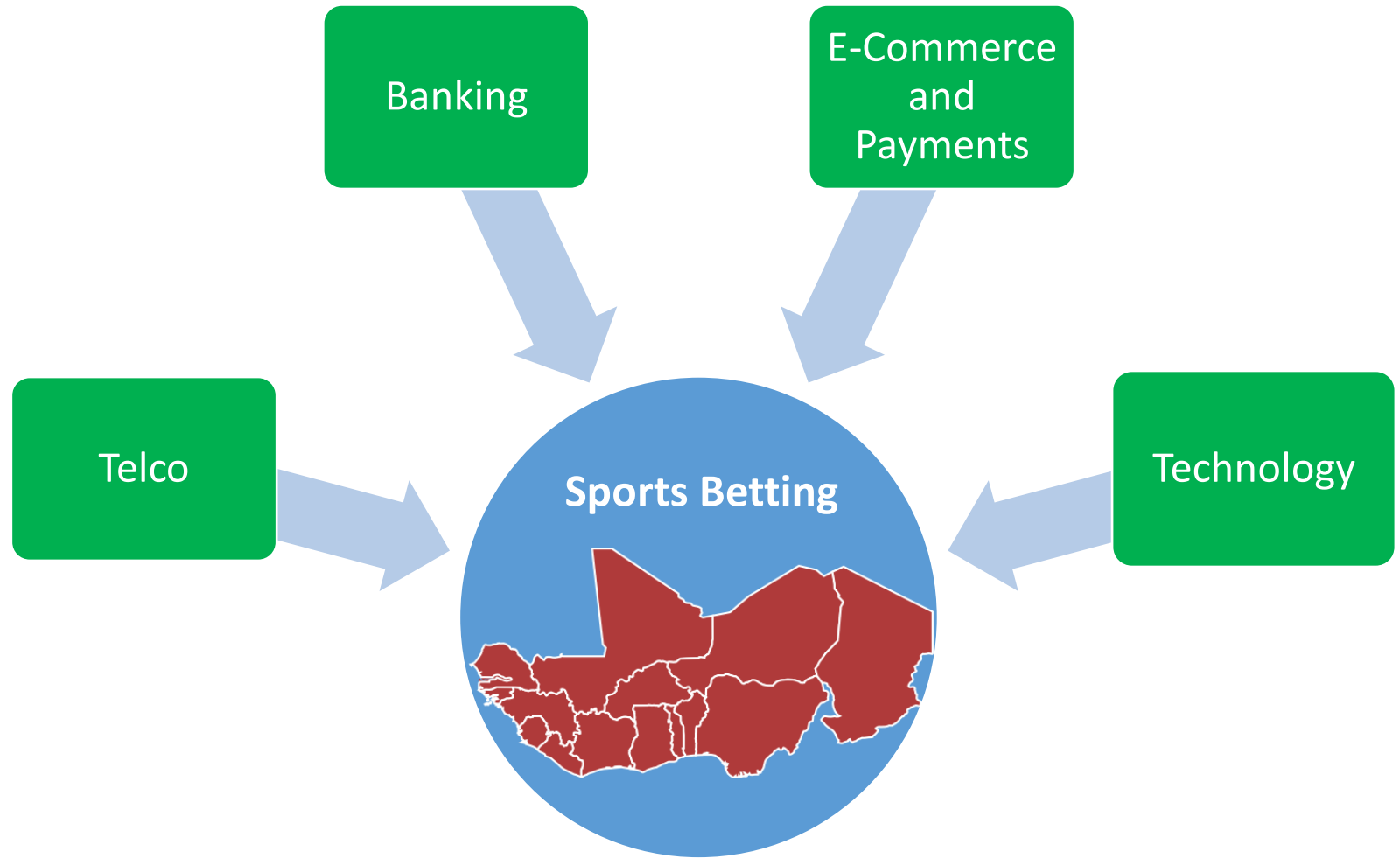
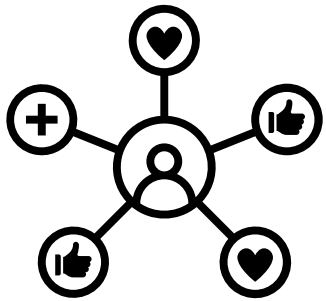
TOP 5 facts

- *\$2 Billion Daily Turnover Betting Market*
- *Largest Betting Retail Operation in Africa*
- *Fastest Growing Mobile Gaming Market*
- *Largest Virtual Sports Market in Africa*
- *About 60 million active punters*

Why does sports betting thrive in Nigeria?



Key Sectors influencing Sports Betting in West Africa



Other Areas of Opportunities

- Opportunity for Mobile Channel Growth
- Localization and improvement of Sportsbook platforms to meet market requirements and realities
- High RTP Virtual Sports demand and introduction of more interesting and engaging games
- Horse Racing in French speaking countries are still on a large-scale manually sold
- Mergers and Acquisition opportunities still required to strengthen the industry
- Exploitation of the immense marketing opportunities the region as got to offer to boost the numbers.

Thank you

Tayo Atoloye

